



Member Needs Assistance - September 14, 2011

This is a question for BIAs that host or operate a Farmers Markets on municipal property.

1. What bylaws (transient traders etc.) govern the event?
2. When charging vendor fees, what does this fee cover (i.e. advertising, staff etc.)?
3. Does the municipality charge an additional fee to these vendors?

Tracey Cassidy, Manager

Walkerton Chamber of Commerce & BIA

RESPONSES

Our Farmer's market is new this year and they have set up in the green space call River Mill park adjacent to Downtown.

The By-law is **Farmers Market By-Law #2011-40**, and individual vendors are not charged under this by-law. You can find more details on this by-law under out town website www.huntsville.ca

There is a fee charged to use the space (River Mill Park) I believe the cost is less than \$80.00/use.

Helena Renwick, General Manager
Downtown Huntsville BIA

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Our Municipality's Tourism Office operates the Monday Market in the Park- held weekly from Victoria Day through to Labour Day.

There is also a Farmers Market held in Kincardine, but this is not a Municipal Event and is run by the Agricultural Society in Kincardine, and I'm not sure on their procedures. Our BIA does not run/operate any local markets.

Other than any Municipal Bylaws in place in way of what a vendor may sell (ie. Fireworks, Food cart licences, etc.), we have no additional bylaws pertaining directly to the event. We structure our own Rules & Regulations for the event, which are signed off by all vendors in attendance for compliance.

1. Vending fees cover advertising/printing of event material, staffing, and any extras that might be incurred by event (this past year we needed to supply washrooms as the public washroom facility was under reno for 2 months, so this rental cost came out of this budget), as well as any additional park fees should damages occur.
2. As this is a Municipal fee (vendor rates are part of the Fee Bylaw now), there is no 'additional' fee on top of the set rate for the season/day.

Kelly McDonald, Tourism Coordinator
Municipality of Kincardine

Ph: 519-396-2731 or Toll Free 1-866-546-2736

www.kincardine.net - www.sunsets.com/kincardine

Stratford has a new market in the heart of downtown (in Market Square as it has always been named). This market is run solely by Slow Food Perth County which makes everything easier for the BIA since another group is responsible for the vendors, fees, etc. What we did to encourage this venture was support through the application process with the City of Stratford (support letter and support with the actually completion of the paperwork) plus we paid to have the closest washrooms open during their Sunday market which is City Hall so a staff member needs to be paid. A great addition or re-addition to the downtown/BIA.

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ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION



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Christina, Board Assistant
Stratford City Centre

We don't operate on municipal grounds. However, I would be very interested in the results you receive so that I may compare them to our situation. It might be an idea to do the private property run farmers market research in the future. I would be pleased to provide you with our budget figures and how we run our open market. We are in our 4th year and it's a really good success story. We pull in on average 650 people per Saturday with about 20 farmers.

Suzanne Valiquet, Executive Director / *Directrice exécutive*
Quartier Vanier

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Timmins BIA governs the farmers market ,it is our market. It is on our BIA streets which we close.

It is covered under our insurance policy which we always have, which allows for special events. However we do have to ask for policies from our farmers for copies of their insurance for liability and a policy to protect if someone gets sick from their food. A sign of the times.. We ask to be put on their policies as a carrier. This cost nothing just a little paperwork. The city for example is on our policies as a carrier. We pay all our own insurance except we are covered under the municipality for board and director insurance. We pay the city 1000. For that policy.

We charge the vendors \$30 but with that they get a tent and a table. We pay everything as far as staff and advertising. This is an event that the benefits far out way the costs.

We are the farmers market, we joined Farmers market Ontario, being a non-profit we qualified and applied and received a venture grant for our tents.

Check out our Urban Park project for the Timmins BIA. If you check out our website you can follow Facebook or links to our farmers market. It is called the Urban park market.

We run ours on Thursday at 11. This helps the farmers as they can still attend other markets, so its economic development for the farmers, it gives them another venue to sell their harvest. Because it's catered to the people who work downtown, we start at 11. This allows farmers to come from a distance of a few hours and to have a fresher harvest from that morning for local farmers. People gear their lunches and breaks to the market. It allows people to continue shopping in the area, if they don't work downtown and has brought our merchants and restaurant sales way up. Once people are parked they tend to stay longer.

But we have changed our whole marketing to the people who are already there, working. Big difference in the success in many of our projects by doing that. We have a strong office force in our downtown, gearing events towards them and getting them out of their office has been wonderful.

I reread the questions after sending my email. Because we control the farmers market we can control the vendors. We are a food base market, we have no crafts as normal vendors. Our rules are that what is sold has to be produced by the person selling it. So the farmers can come from 2 hours away they have to be the people who put it in the ground. We have a farmer who sells alpaca mitts and hats, she owns an alpaca farm. She always has a weaver beside her making wool, and she is there knitting. She occasionally brings the alpacas with her. They are the stars of our market.

We have someone who sells creams and things made form goats milk and honey. They are B & G FARMS Bees and goats. They occasionally bring a baby goat, but have pictures of their hives and herds.

Handling it with those rules, it doesn't offend our merchants. They see it as encourage farmers and their products.

I do regret we don't have pre-made, ready to eat food but that is too hard for our restaurants to handle. It works great and puts the emphasis on education on sustainable food and farms in the area. The transient traders' bylaw exempts a farmers market. Because we control the market we can also control who comes in.

Noella Rinaldo, General Manager
Downtown Timmins BIA



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The Fredericton Boyce Farmers Market (<http://frederictonfarmersmarket.ca>) runs every Saturday morning in Fredericton, New Brunswick. Their property is just outside of our BIA boundaries in downtown Fredericton, so unfortunately they're not a member but we do see an invaluable spin-off from market traffic into the downtown every weekend.

What bylaws (transient traders etc.) govern the event? New Brunswick does not have any bylaws that govern Farmers Market although other provinces do.

2) **When charging vendor fees, what does this fee cover (i.e. advertising, staff etc.)?** Vendor fees give vendors the right to that space for that given time. She likened it to renting a room at a hotel. Vendors are responsible for their own advertising specific to their business/booth/ products. But the Fredericton Boyce Farmers Market does advertise for the market as a whole. Not for specific vendors though.

3) **Does the municipality charge an additional fee to these vendors?** No, the municipality does not charge an additional fee to vendors. The fee vendors pay on a weekly basis gives them the right to their rented space for the allotted amount of time the market is open. Again, going back to the hotel example. Angela (market coordinator) says that vendors are subject to specific guidelines, rules, regulations, etc...imposed by market management. Just the same as a hotel guest would be subject to specific rules in place by hotel management. Their space is theirs to use, however, there are certain limitations to what a vendor can do with / in that space that are imposed by the market as a whole. Rules and regulations that are specific to the Fredericton Boyce Farmers Market.

Shasta Stairs

Marketing and Communications | Downtown Fredericton Inc. | 506-458-8921

www.downtownfredericton.ca

I manage a Farmers Market in Toronto independently of Farmers Markets Ontario, for a not for profit organization called the Stop. I also serve on my local BIA, so came across your question about fees to markets, and I wished to take this opportunity to pass along what I know.

In order for the market to be considered a 'farmers market' and not a 'food court' by Toronto Board of Health, I have to keep my vendor list at least 50% plus 1 actual farmers. There are many worthwhile vendors who do not fall in the category of 'farmer'. For instance, Monforte Cheese purchases dairy inputs from local, organic farms only. Indeed, because of them, there are almost 1000 acres of Ontario in organic production. Yet, because they do not produce their inputs themselves, they are viewed as resellers for the BofH purposes. Yet, without vendors who produce items such as cheese, bread, and coffee, there would not be much interest in markets. If the market becomes less than 50% plus one, traceability rules come into play and I have to keep records of every item sold at the market and where every ingredient of each item came from. This is easier to do if you purchase your menu ingredients from a place like Sysco. It would be a nightmare at a market.

I have attracted a large number of vendors to the Green Barn Market because we are running a year - round market. Farmers need for income does not disappear with the colder months. We have between 35 and 50 vendors at a time, depending on the season. Each vendor pays \$40/week to be at the market. This is considered to be on the high end of what vendors pay for city markets, usually it's closer to \$25/week. Please visit tfmn.ca to look at an attempt to document some of the expenses farmers can expect to have to absorb in order to get to market each week. Generally, they need to make \$600 to \$1,000/week to break even on the cost of production, transportation and marketing. Generally speaking, the vendors at Green Barn can make as much as \$1,000 to \$1,500/week. They commit to being at market every week though, not just the good ones, so this means some weeks it may cost them to come to market and work.

When opening the market I discovered that there are, of the roughly 80,000+ farms left in Ontario, very few farmers who are still willing to bother going to market. While my intent was to find all new farmers to go to



market, no such thing happened. The majority of vendors I pay the city a fee to book the park that the market takes place in, and I pay for insurance. Together, these cost about \$1,000/yr. I also pay \$1,000/week to rent the indoor space for the winter, and more insurance. I work 20 hrs/week at \$20/hr with an assistant working another 15/wk, so after that together with the indoor rent the market has about \$10,000 left over to pay other staff to do the bookkeeping and pay for our offices and photocopying. What ever does not go into market upkeep is absorbed into our many other programs. The Farmers Market Ontario model that was first explained to me was that a BIA would hire an assistant and get that person to start and run a market as one of their duties. In small towns, this was often the way BIAs would revive depressed cores. While some of the businesses in our BIA area fret that the farmers market takes business away from them, this is very misplaced. Any market vendors who are not farmers have to buy all ingredients available at the market from the market farmers, so that all the baked goods and take away foods are much more costly to produce than the stuff local businesses are working with. There's no comparing, it's apples and potato chips. Also, the market is on for 4 or 6 hours a week only, but teaches people to stay in the area and shop locally. In fact, a good market is very much like having a local circus once a week. It's a big win/win for local business.

Cookie Roscoe, Market Manager
416 653 8546

The ByWard Market BIA does not operate the outdoor farmers market. The City of Ottawa Markets Management operates and manages it (plus another market - Parkdale Market in Wellington West BIA). There is a City By-Law in place that governs who is permitted to sell and how much vendors pay.

Follow this link to the by-law report that was passed back in 2008 -

<http://www.ottawa.ca/calendar/ottawa/citycouncil/cpsc/2008/11-20/05%20-%20ACS2008-COS-BYL-0055.htm>

Jasna Jennings, Executive Director / Directrice générale
ByWard Market BIA / ZAC du marché By

See responses below:

What bylaws (transient traders etc.) govern the event? This is the link to our website with the application form and by-law that all vendors at the farmers' market must complete before attending market)
<http://www.quintewest.ca/en/visitors/resources/2011FarmersMarketApplication-By-Law.pdf>

When charging vendor fees, what does this fee cover (i.e. advertising, staff etc.)? (The City of Quinte West does all the marketing for the farmers market and the vendor fees are currently waived as we try and grow our market)

Does the municipality charge an additional fee to these vendors?

Meredith Bowers, Economic Development and Community Coordinator
City of Quinte West

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